



12 August 2016

VODAFONE UK CUTS TIES WITH BROADBAND LINE RENTAL IN NEW TV AD

Vodafone UK has unveiled the removal of home broadband line rental charges and the introduction of transparent easy to understand pricing for all new and upgrading Vodafone Unlimited Fibre Broadband customers in their latest TV advert. This industry first marks a step forward for Vodafone towards becoming one of the UK's leading providers of consumer communications and entertainment services.

The ad centers around Vodafone liberating home broadband customers from the frustration and confusion that revolves around their home broadband pricing, as Vodafone's 'go-to guys' are seen ripping up their bills in celebration of their new found freedom. The new ad campaign, which is set to go live tonight across popular TV slots, including *Coronation Street* and *8 out of 10 Cats Does Countdown*, highlights the elation of customers at no longer paying for a service they don't want, culminating in people from all walks of life joining together in a flurry of paper in the street, shredding and throwing away their line rental bills for good.

Highlighting this big industry step forward from Vodafone, the ad celebrates a transparent and easy way to understand home broadband pricing for a package that still includes the home phone line as well - which customers are able to enjoy without the hassle of the additional line rental charges for it.

Bilge Ciftci, Head of Brand at Vodafone UK, said: "The ad brilliantly captures the freedom our new simple pricing gives customers by depicting a really positive new approach by Vodafone, so customers can enjoy our broadband without the worry of confusing charges and only pay for the great broadband service they want."

The advert was created and developed by Grey London.

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Vodafone UK

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media alert



About the campaign:

- Part of an integrated campaign across Vodafone's owned channels
- Media Channels: TV / Cinema / VOD / Facebook / You Tube
- TV traffic channels: ITV / Channel 4

The Vodafone advert can be found on the Vodafone UK YouTube channel:

<https://www.youtube.com/watch?v=FgB0hbpwktM>

Creative Credits:

Executive Creative Director: Nick Rowland

Creative Directors: Mark McCall & Richard Dorey

Senior Creatives: John Gibson & Sam Haynes

Account Director: Lucy Kozak

Account Managers: Josh Adley & Celia Scruby Account Executive: Rebecca Jackson

Senior Planner: Sarah Oberman

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